

# Cloud Application Migration: Driving Digital Transformation

## A customer case study with a brick and mortar retailer

Digital disruption, Apps & APIs, Cloud first, Mobile first technology is driving businesses large and small to rethink every aspect of their product development ecosystem. The world is changing fast and technological innovation is the relentless driver separating the winners from the losers.

The customer, a leading brand retailer, needed to rationalize its various customer touch points and technology platforms, build an omnichannel customer experience and accelerate its digital presence.



A combined partnership between Newstar and the retailer, resulted in a solution that increased collaboration, enabled rapid customer feedback loop, added experimentation and brought speed throughout the product delivery process.

## Customer Challenges

### Siloed Product Development

A crystallized product delivery process per channel, had teams set in their ways and incentivized little sharing across teams.

As the customer looked to move to a digital first customer experience, a new product delivery process was needed.

### Rapid Feedback

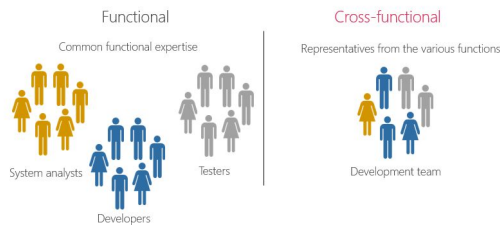
With application releases flowing through siloed teams, customer feedback was far and infrequent.

Issues tended to fester as teams lacked requisite automation and the customer feedback loop failed to drive the requirements process.

### Empowered Teams

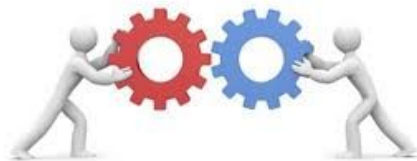
Teams were organized by speciality and yet depended on a centralized group to provide direction on choice of technology and tools.

## The Solution



### Cross Functional Teams

The “silo effect” has given way to a KPI driven mindset as co-located cross functional teams iterated over the most critical features that impacted customer KPI metrics.



### Leveraging DevOps

Getting teams to think in terms of features in production and empowering individual teams to own the path to production resulted in a DevOps mindset and automation tailored to support the developer of one.



### Experimentation

Introducing A/B and multivariate testing, enabled cross functional teams to build, measure, scale features with the customer at the center of this experimentation process.

## Results

Via blended teams, Newstar and its customer were able to enrich the customer experience, accelerate the product development process and optimize ROI while minimizing wait times and waste across the entire cycle. All this while constantly shortening the feature development cycle and release.